

DMMA's online presence used as a platform to showcase new digital talent

Issued by [IAB South Africa](#)

15 Aug 2011

Digital agencies given kudos by the DMMA .

The Digital Media and Marketing Association (DMMA) have opened the door for young digital agencies and students to submit ideas to enhance the DMMA's online presence. The plan is for the DMMA to select one submission annually and work with the winning entrant to implement it. The agency is then able use the work done to showcase their capabilities to the South African digital marketplace - making this initiative part of the DMMA's mandate to develop and support the local digital industry.

The 2011/2012 refresh of the [DMMA website](#) and was given to Johannesburg agency, Flint Studio. "Our emphasis was on a clean layout that focused on functionality and ease of use." says Desiree Rowland, Director of Web and SEO at Flint. "We wanted to make updating the site simple and at the same time make sure that the backend could be customised and edited by anyone who was familiar with Wordpress. Designing the site using an open source platform is integral to allowing ongoing improvements and upgrades to the site as web technologies advance."

Launched today, the new DMMA site includes a poll that will be used to gather feedback from the industry as well as an integration of the news and blog features giving users a single repository for accessing everything from breaking industry news through to digital marketing and advertising opinion pieces. The new site has also retained social media integration to ensure ongoing engagement with users.

Says Nikki Cockcroft, DMMA Chairperson, "Our website plays a vital role in how we communicate with our members and the industry so we're very excited about having used it as the platform via which to showcase the young, up and coming digital talent we have in South Africa. Flint Studio was awarded the project of moving the site over to an open platform and refreshing its design, and we're delighted with the result. "

The new DMMA website can be accessed at www.dmma.co.za.

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